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香港標準及檢定中心

Hong Kong Standards and Testing Centre

## 香港工業總會：

### Federation of Hong Kong Industries:

主席獻辭

*Message from the Chairman*

首先，我謹代表香港工業總會恭賀今年香港工商業獎 — 消費產品設計類別的得主。今年的參賽作品極具創意、質量上乘，再一次令我們印象深刻。優秀的設計是製作美觀、優質的功能性產品意念的終極表現，也同時會影響和激發他人的創造力。這是獎項的宗旨，激發人們尋找新意念、達到高標準，這對今天的商業社會來說至關重要。傳統市場萎縮，令我們必須尋找新市場，提升我們的業務。工總一直以來不斷鼓勵工業家採取這些關鍵的步驟，面對挑戰。

今年的大獎得主是轉型升級的典型例子。得獎人最初從事模具製造，後來開始發展自家設計和消費產品，為公司帶來成功。我們必須改變思維，而我相信，設計在這方面能起到巨大作用。我們不僅需要美觀的功能性產品，還需要用更有效和環保的方式來生產這些產品。

香港具有人才和創意，必須積極鼓勵和培養。內地市場正待開發，我們決不能錯失機會。設計師必須意識到他們所起的重要作用，提供能夠吸引消費者、同時又能滿足高效生產的源源創意。

在此，我祝願所有的參賽者獲得佳績，並希望他們能繼續發揚香港創新、優質和務實的精神。

評審委員會從眾多優良設計中選出了獲獎作品，我謹代表香港工業總會感謝他們的辛勞。

劉展灝

香港工業總會主席

Congratulations to this year's winners of the Hong Kong Awards for Industries - Consumer Product Design category (HKAI), as once again we are impressed by the creativity and quality of the products presented for judging. Good design is the culmination of ideas for making attractive quality functional products, but it also influences and triggers off the creativity in others. This is the initiative of the HKAI, inspiring others to seek new ideas and achieve high standards which are vitally important in today's business environment. Shrinking traditional markets force us to look for new ones and to upgrade our whole business activities. The FHKI is continually encouraging manufacturers to take these critical steps to meet the challenges we face.

In the HKAI we have in fact one particular example of upgrade and transform with our winner of the Grand Award this year. Originating from the mould and die industry he started to develop own designs and consumer products which have brought success to the company. We have to change our mindset and I believe that design can play an enormous part in doing so. Not only do we need attractive functional products but more effective ways of producing them in an environmentally acceptable way.

We certainly have the talent and ideas in Hong Kong which must be encouraged and nurtured with enthusiasm. The Mainland market is there waiting for us and we cannot afford to ignore the opportunities. Designers must realise the important part they have to play and continue to develop imaginative ideas that attract consumers and at the same time satisfy efficient manufacturing.

I wish all contestants continued success and encourage them to uphold the Hong Kong spirit of innovation, quality and pragmatism.

The HKAI judging panel has completed a difficult task of selecting winners from the plethora of designs presented to them and on behalf of the FHKI, I wish to thank them for their diligence.

Stanley Lau  
Chairman, Federation of Hong Kong Industries

## 2013 香港工商業獎：消費產品設計大獎

### 2013 Hong Kong Awards for Industries: Consumer Product Design Grand Award

得獎產品 *Winning Product* :

藍天海單反防水相機殼

*Nauticam DSLR Camera Housings*

我們的單反相機防水外殼簡單易用，相機放入後便可水下攝影；另外，外殼允許用戶操作相機的所有功能。最大創新在於用戶可以在水下很輕鬆地更改相機設置。

我們是香港首家生產鋁合金專業水下攝影相機殼體的公司，我們的設計理念通過深思熟慮的控制設計以及簡單的安裝和設置程序體現。安裝相機到殼體不需要特殊工具；所有關鍵功能不需鬆開手柄或把眼睛從取景器離開都可以達到。特大號的前後旋鈕允許攝影師隨意地控制光圈和快門速度。專利的鏡筒鎖合／釋放裝置使攝影師在更換鏡頭時毫不費力。

我們的創新設計相機殼已經有五項獲得了專利，另外兩項正在申請的過程中。

Our DSLR camera housings are waterproof casings, in which camera are placed to facilitate underwater photography; further, the housings allow user to access all important functions of the camera, in the form of push buttons and levers. Maximum creativity is made possible by letting the user change settings without hassle.

Our products are the first of its kind in Hong Kong, our design philosophy can be seen through the thoughtful control designs and placements as well as simple installation and set up procedures of our housings. Installing the camera into the housing requires no tools; all key functions can be reached without letting go of the handles or taking the eye off the viewfinder. Extra large front and rear dials with profound form allow the photographer to control the aperture stops and shutter speed effortlessly. The patented port lock/release mechanism makes changing the front ports hassle-free so that photographers can easily and quickly switch to different lenses between dives.

The innovations made by Nauticam have resulted in five patents and we have two others pending.

參賽公司 Submitted by :  
Nauticam International Limited

設計者 Designer :  
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## 2013 香港工商業獎：消費產品設計獎

### 2013 Hong Kong Awards for Industries: Consumer Product Design Award

得獎產品 *Winning Product* :

*Arzum Firrin Toaster*

Arzum 的創新產品 Firrin 多士爐，它不但帶來了革新的烘烤方式，還有別於一般的多士爐。Firrin 獨特的外型和易於使用的特點，為世界各地的消費者提供“簡約”的體驗。

專利的滑動式托盤技術，讓麵包屑不能藏於多士爐中，亦可避免取出多士時燙傷手指的情況。托盤可整個拉出，易於清潔。可調式托盤讓你可烘烤不同類型的麵包，如方包、貝果、牛角包等。

The Firrin Toaster is Arzum's new innovation that revolutionizes the way of toasting. As an alternative to the standard toasters, Firrin's unique form and ease-of-use offer "simplicity" to consumers from all around the world.

Thanks to its patented sliding-tray technology no more crumbs in your toaster and no more finger-burning while taking out the toasted bread. You can serve your toast to the table and easily clean the tray, which can be removed out completely. Adjustable tray allows you to toast breads in different sizes and types, including toast breads, sliced loafs, croissants, bagels and many more.

參賽公司 Submitted by :  
Arzum Asia Pacific Limited

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## 2013 香港工商業獎：消費產品設計優異證書

### 2013 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

百變工作站

*WorkQuattro*

WorkQuattro 家用型全能工具箱，集合超大存儲空間、堅固工作檯面以及強大夾持功能，搭配輕巧推車，讓您隨時隨地輕鬆裝修和 DIY。

它具有四個主要特性：

超大存儲空間 — 輕鬆收納工具及配件

堅固工作檯面 — 能夠承載在檯面上做工

夾持功能 — 夾住物體，解放雙手

移動小車 — 輕鬆承載整台工具箱，讓你隨時隨地都能輕鬆裝修和 DIY

WorkQuattro is a product designed for consumer use, with easy to use features, compact size, and multi function in one.

It provides four main features:

Storage space - which is easy to access and organize

Workbench - strong and sturdy to work on

Clamp/vice - for holding work piece to free your hands

Trolley - for easy transportation of tools from place to place

參賽公司 Submitted by :

思科實業有限公司

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設計者 Designer :

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## 2013 香港工商業獎：消費產品設計優異證書

### 2013 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

2 合 1 滑梯／搖搖椅

*2-in-1 Slide To Rocker*

2 合 1 滑梯／搖搖椅是特別為 18 個月至 3 歲的幼兒而設計的。其專利的簡易模式轉換功能，讓父母毋須工具協助下輕易轉換模式，方便組裝。

滑梯上的波浪紋梯子，可確保幼兒不會輕易滑倒。貼心的特闊腳踏及配合幼兒手掌的手握，加強幼兒在搖搖椅模式時的安全。

The 2-in-1 Slide To Rocker is a unique product that combines Slide and Rocker features together. It presents more added play value to both parents and toddlers. It easily converts without the needs of any special tools from Rocker to Slide and vice versa for two fun ways to play.

In slide mode, there are textured steps and sure-grip handles along with a gently sloping 32" slide for beginners and in rocker mode, there is an extra-wide base and sure-grip handles to provide extra safety while rock.

This product is ideal for both indoor as well as outdoor use.

參賽公司 Submitted by :

高思維有限公司

Grow'n Up Limited

設計者 Designer :

高思維產品開發及設計：施維升，袁敬章，李炳雄，陳雪瑩

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## 2013 香港工商業獎：消費產品設計優異證書

### 2013 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

*ATC Chameleon 雙鏡頭攝錄機*

*ATC Chameleon Dual Lens Action Video Camera*

齊來感受全球首部雙鏡頭防水高清數碼攝錄機 — ATC Chameleon 為您帶來的雙倍興奮體驗！ATC Chameleon 雙鏡頭攝錄機，突破性研發前後雙個鏡頭，可獨立調校，可以 180°縱向及橫向多角度拍攝功能。滑浪時，雙鏡頭拍下左右兩旁洶湧的波浪；跳傘時，攝錄蔚藍天空與地面情況；讓您同時分享精彩的活動及活動時真摯的反應。雙鏡頭更有自動同步播放功能，為您省卻繁複的編輯過程，真正達成雙重視覺享受，感受雙倍快感。

Calling all weekend warriors! Capture twice the excitement with the ATC Chameleon, the world's first dual-lens video action camera! Position the two fisheye lenses independently to catch activity within a 180° radius. Record the trail ahead and behind, the wave as it curls around you, the ground below and the plane above as you dive into the blue sky — share all the action and your reaction at the same time! It even syncs the video playback automatically, so you don't have to edit a thing. It's double the view, double the fun, without doubling your load!

參賽公司 Submitted by :

歐西亞環球有限公司

Oregon Scientific Global Distribution Limited

設計者 Designer :

余啟活

Dinosaur Yu

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## 2013 香港工商業獎：消費產品設計優異證書

### 2013 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product:*

得利安電子浴室磅

*POP Memory Electronic Bathroom Scale*

得利安電子浴室秤，讓你隨時監測您的體重。其時尚和獨特的設計，融入每個家居。橢圓形的大玻璃平面讓你更舒適的測量你的體重。獨特的 LCD 彩色屏幕，它清楚地顯示稱量結果。它具有 4 個用戶記憶功能，幫助您和您的家人隨時監測體重變化。

Monitor your health with Terraillon POP Memory Bathroom Scale. Its trendy and unique design fits nicely into your interior. With oval-shaped large glass platform lets you weigh more comfortably. Thanks to uniquely designed LCD colored screen, it clearly shows you weighing result. The scale has 4 user memories making it the perfect tool to help monitor and maintain a healthy weight for you and your family members.

參賽公司 *Submitted by:*

得利安亞太有限公司

Terraillon Asia Pacific Limited

設計者 *Designer:*

毛敦容 / 呂凱利 / 容吉米

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## 2013 香港工商業獎：消費產品設計優異證書

### 2013 Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

得獎產品 *Winning Product* :

數碼室內無線電話

*Digital Cordless Phone with Hand Free and Answering Machine*

靈感來自歷史悠久的座機電話，懷舊的設計元素配合現代化的環境重新演繹，流線形的機身，完美流暢的光澤表面，以最新最小極具標誌性的設計，在多競爭對手的市場中脫穎而出。連接藍牙功能裝置，方便用戶無拘束地連接手機，機身設有訊息留言數字顯示，更可以同步無線連接多部同款無線手機。

Inspired by historic landline telephones, but reinterpreted for a modern setting, the design provide the essence of an iconic form, in a contemporary, minimal update. This lifestyle piece complement the more mainstream product in all range and stands or among a saturated market. The Minimal aesthetic belies the rich features of device, including digital answering machine, connect to cell technology and the support of multiple handsets.

參賽公司 *Submitted by* :

偉易達通訊設備有限公司

VTech Telecommunications Limited

設計者 *Designer* :

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## 2013 香港工商業獎：消費產品設計組別評審委員會

### 2013 Hong Kong Awards for Industries:

### Consumer Product Design Award Preliminary Judging Panel

葉智榮先生  
Mr Alan Yip  
葉智榮設計有限公司董事  
Director  
Yip Design Limited

麥永開先生  
Mr Ringo Mak  
藍盒國際有限公司總裁  
President  
Blue Box International Limited

蔡漢成博士  
Dr Raymond Choy  
玩具易集團有限公司總裁及創辦人  
Founder & President Toy2R Group Limited

李德志教授  
Prof Tak-chi Lee  
香港理工大學設計學院副院長  
Associate Dean, School of Design Hong Kong Polytechnic University

嚴志明先生  
Mr Eric Yim  
香港設計委員會主席  
Chairman  
Design Council of Hong Kong  
(非評審委員會成員  
not a judging panel member)

梅傲雪小姐（代李躍華先生）  
Ms Catherine Mui (representing Mr Francis Lee)  
香港設計師協會執行委員  
Executive Committee Hong Kong Designers Association

李躍華先生  
Mr Francis Lee  
香港設計師協會主席  
Chairman  
Hong Kong Designers Association

曾熿熾先生（代蔣麗苓小姐）

**Mr Danny Tsang (representing Ms Maria Chiang)**

香港模具及產品科技協會創新產品發展部副部長

(2011-2013)

**Innovative Product Development Division - Vice Director**

(2011-2013)

**Hong Kong Mould & Product Technology Association**

蔣麗苓小姐

**Ms. Maria Chiang**

香港模具及產品科技協會理事長

**Chairman**

**Hong Kong Mould & Product Technology Association**

陳光耀先生

**Mr Daniel Chan**

香港知專設計學院產品及室內設計學系系主任

**Head, Dept. of Product & Interior Design**

**Hong Kong Design Institute**

## 2013 香港工商業獎：消費產品設計組別最終評審委員會

### 2013 Hong Kong Awards for Industries:

### Consumer Product Design Award Final Judging Panel

李永銓先生

Mr Tommy Li

李永銓設計慶有限公司創作總監

Creative Director

Tommy Li Design Workshop Limited

榮念曾先生

Mr Danny Yung

進念·二十面體聯合藝術總監

Co-Artistic Director

Zuni Icosahedron

劉展灝先生

Mr Stanley Lau

香港工業總會主席

Chairman

Federation of Hong Kong Industries

陳繁昌教授

Prof Tony F Chan

最終評審委員會主席

Chairman of the Final Judging Panel

香港科技大學校長

President

The Hong Kong University of Science and Technology

嚴志明先生

Mr Eric Yim

香港設計委員會主席

Chairman

Design Council of Hong Kong

余奉祖先生

Mr Michael Miller Yu

行政總裁及創意總監

CEO & Creative Director

Creation House

馮立中教授

Prof Richard Fung

香港標準及檢定中心總裁

Chief Executive

Hong Kong Standards & Testing Centre Limited

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 香港科技園公司 Hong Kong Science and Technology Parks Corporation  
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 上海商業銀行有限公司 Shanghai Commercial Bank Limited  
 偉易達集團 VTech Holdings Limited  
 瑞安集團 Shui On Group

### 銀贊助機構 SILVER SPONSORS

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 晶苑集團 Crystal Group  
 立藝珠寶手藝有限公司 Nelson Jewellery Arts Co. Ltd  
 香港玩具廠商會 The Toys Manufacturers' Association of Hong Kong  
 香港玩具協會 Hong Kong Toys Council  
 金柏科技有限公司 Compass Technology Company Limited  
 Z Laboratory Ltd.  
 雅寶珠寶國際有限公司 Elegance Jewellery International Limited  
 滙港資訊有限公司 Infocast Limited  
 西雅有限公司 Zear Corporation Limited  
 正昌環保科技(集團)有限公司 Dunwell Enviro-Tech (Holdings) Limited

## **Consumer Product Design**

香港工業總會網址

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